

ORDINANCE No. 2025-41

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AMENDING CHAPTER 2, ARTICLE I, OF THE CITY'S CODE OF ORDINANCES, RELATING TO THE USE OF THE CITY LOGO AND CITY SEAL; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCORPORATION INTO THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City Council of the City of Doral ("City") has codified its processes for the use of the City's Seal and Logo; and

WHEREAS, from time to time, it is necessary to review and revise the City's Code to reflect the City's growth, its needs, and adopt best practices; and

WHEREAS, the City's Logo and Seal are reserved for official acts and activities of the City, and are both intellectual property of the City; and

WHEREAS, use of the City Logo and Seal should never be used to disparage or malign another member of the City Council or staff, or official actions of the City Council or staff, or to disseminate personal opinions or viewpoints; and

WHEREAS, the enclosed amendments to the City's Logo and Seal Ordinance achieves the goal of providing greater adherence to the City's goal of providing transparency, and a single unified voice to its residents, business owners and guests.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA AS FOLLOWS:

Section 1. Recitals. The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct and are hereby made a part of this Ordinance upon adoption hereof.

Section 2. Amending Chapter 2, Article I., Sections 2-1.1 and 2-1.2

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Sec. 2-1.1. Official seal.

- (a) *Defined.* As used herein, the official seal of the City of Doral, Florida means the following identifying symbol:



Likelihood of confusion exists when a person viewing any display, rendering or material that contains the seal could reasonably assume that it represents or is associated with the city or a city sponsored event.

Nominal use is the incidental depiction of the seal in a manner that does not try to capitalize on the seal and where there is no indication of sponsorship or endorsement.

Official capacity shall be narrowly construed and limited to the following, all of which must be in furtherance of the city functions, within the scope of delineated responsibilities and acting in official capacity of the city:

- (1) Responsibilities delineated in section 2.02 of the city Charter;
 - (2) Actions taken by the city council during council meetings, workshops and sanctioned activities;
 - (3) Official actions taken by the mayor and council;
 - (4) Actions by individual council members in furtherance of city business or where permission has been granted by the council;
 - (5) Acts taken by council member(s) who have been appointed to serve as the official representative(s) of the city;
 - (6) Events specifically authorized by the city council; and
 - (7) Actions taken by departments, instrumentalities and employees of the City acting in their official capacities.
- (b) *Execution and acknowledgment of written instruments.* Whenever it shall be necessary for the city, under the authority of the city council, city manager, city

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Charter, this Code, or the general laws of the state, to execute contracts, deeds, or other documents on behalf of the city, the official seal of the city shall be affixed to such contract, deed or other document.

(c) *City use of seal.* The seal may be used by the city elected officials and city employees for:

(1) Officially City sanctioned events.

(2) Regular business activities, including but not limited to executing and acknowledging written instruments such as contracts, deeds, or other documents on behalf of the city.

~~(3) Officially sanctioned city events and city-sponsored events, which shall be an event that has been previously authorized by the City Council and/or the City's administration.~~

~~(4)~~(3) Official letterhead, stationary, mailings, emails, brochures, posters, notices, communiques and publications for use during or in connection with the city's regular business, city events, ~~or city-sponsored events~~ or official councilmember communications acting within the scope of their official capacities.

~~(5)~~(4) Other documents or materials that may have legal or ceremonial significance, such as proclamations, reports or documents required by the city's charter or ordinances, such as the city budget, plaques or other honorary items presented by the mayor or city council.

~~(6)~~(5) In connection with displays on city property. The city, its agencies, departments, instrumentalities, quasi-judicial and advisory bodies, when acting within the scope of their official capacities, need not obtain Council approval for authorized uses of the logo or seal.

(d) *Prohibitions.* It shall be unlawful and a violation of this section for any person, firm, corporation or other legal entity to print for the purpose of sale or distribution or circulate, manufacture, publish, use, display, or offer for sale any letters, papers, documents, or items of merchandise which simulate the official seal of the city or the stationery or a real or fictitious agency, department or instrumentality of the city without the expressed written authority of the city council or its designee. The unauthorized use shall be punishable as provided in F.S. §§ 775.082 and 775.083.

In no event shall the use of the city seal be permitted for the following:

(1) Political or campaign purposes;

(2) Stationery other than official government stationery;

~~(3) Any social media platform even if it facilitates the sharing of information, interactivity, and communication amongst individuals, groups, organizations, and the government;~~

(4) Business cards other than official government business cards;

(5) T-shirts, jackets or other clothing which might lead the public to believe that the person wearing such apparel is an official of the city;

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- (6) Publications other than official government publications or publications serving a governmental purpose;
- (7) The use of mass communication in the form of bulk emails, using platforms not limited to "mail chimp" by an individual council member's office, unless otherwise authorized by action of the City Council, is hereby prohibited, unless used by the Mayor's office in connection with communication regarding an existing or impending state of emergency.
- ~~(7)~~(8) Commercial advertising; and
- ~~(8)~~(9) Promotions not sponsored by the city.
- (e) ~~No person, including any elected officer of the city, shall use the city seal, or facsimile thereof, in any correspondence or other printed materials distributed in favor of or against any ballot measure or in favor of or against any candidate for public office. No person, shall use the city seal, in any correspondence, printed materials, or electronic correspondence, including social media posts, distributed in favor of or against any ballot measure or in favor of or against any candidate for public office, or to disparage, speak ill, or malign any member of the City Council or staff, or any official action taken by City Council or staff.~~
- (f) ~~No person, including any elected officer of the city, shall use or display any printed materials where the seal is visible on any social media platform or publication other than in an official government publication or website. No person, including any elected official of the City, shall use or display any printed materials where the seal is used to endorse, promote, advocate an idea, project, program or policy, on any social media platform or publication other than in an official government publication or website.~~
- ~~(g)~~(f) Exceptions. ~~The provisions of this section shall not be applicable to the city or its agencies, departments, instrumentalities, quasi-judicial and advisory bodies, acting within the scope of their official capacities. Furthermore, The provisions of this section shall not be applicable to instances where the incidental display of the seal constitutes nominal use and there is no likelihood of confusion that the use of the seal can be reasonably calculated to convey a false impression of the city's approval or sponsorship.~~
- ~~(h)~~(g) Pins, insignia and other articles which display the graphical city seal may be worn by city officials and staff for any governmental purpose, used in ceremonial occasions or for other civic purposes but not for sale or commercial purposes. Pins and other articles which display the graphical city seal may be given by the mayor to persons to recognize, celebrate and honor achievements.
- (h) Violations of this section shall be subject to fines and enforced by the City's Inspector General as provided in Section 2-79 of the City's Code of Ordinances.

Sec. 2-1.2 Official logo.

- (a) *Definitions.* As used herein, the term "logo" or "city logo" shall mean a graphic symbol adopted by the city to identify itself and city programs, initiatives, partnerships, and sponsorships.
- (b) The city clerk shall be the custodian of the official city logo adopted by the city council.
- (c) *Prohibited use of logo.* The city logo shall not be used for any political or campaign purposes.
- (d) *City's use of logo.* The city logo may be used by the city's elected officials and city employees without council approval for:
 - (1) Official city events or programs that have been budgeted and/or are organized by city administration.
 - (2) Regular business activities, including but not limited to executing and acknowledging written instruments such as contracts, deeds, or other documents on behalf of the city.
 - (3) Official letterhead, stationery, mailings, emails, brochures, posters, notices, communiques, and publications for use during or in connection with the city's regular business, city events, or city sponsored events, or councilmember communications.
 - (4) Other documents or materials that may have legal or ceremonial significance, such as proclamations, reports, or documents required by the city's charter or ordinances, such as the city budget, plaques or other honorary items presented by the mayor or city council.
 - (5) In connection with displays on city property.
 - (6) By the city, its agencies, departments, instrumentalities, quasi-judicial and advisory bodies, when acting within the scope of their official capacities.
 - (7) By the city in partnership with other government agencies and public educational institutions.
 - (8) Promotional items, including but not limited to, banners, cups, shirts, calendars, pens, key chains, bags, and similar products.
- (e) Use of the city logo for events or programs that are approved by the city council either through the special event permit process or municipal sponsorship ordinance need not comply with subsections (h) or (i) herein, but shall nevertheless be bound by the provisions of subsection (j).
- (f) *Not-for-profit organizations' use of city logo.* Subject to the approval by city council in accordance with the procedures and use guidelines set forth in subsections (h)-(j), the city logo may be used by not-for-profit organizations in connection with an event or program occurring within the city.

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- (g) *Commercial entities' use of city logo.* Except as specifically provided herein, commercial entities are strictly prohibited from using the city logo. As used herein, "commercial entity" shall mean any entity that is not the city or a not-for-profit organization, and may include individuals, firms, corporations, companies, or any other legal entity. A limited exception to the aforementioned prohibition is when a commercial entity is conducting business in conjunction with, or officially sanctioned by, the city, provided the use of the logo is first approved by the city council in accordance with the procedures and use guidelines set forth in subsections (h)—(j). Conducting business in the city, alone, shall not constitute sufficient grounds to use the city logo.
- (h) *Procedures for requesting use of city logo.*
- (1) Requests for the authorized use of the city logo must be made in writing and with sufficient time to be placed on the official agenda of an ensuing regular meeting of the city council.
 - (2) The request must set forth, in detail, the following information:
 - a. The name of the department, organization, company, or group requesting the use of the logo.
 - b. Whether the requesting entity is governmental, commercial, or not-for-profit.
 - c. The address of the entity requesting the use of the logo.
 - d. The name, phone number, and email address of the requesting entity's representative.
 - e. A description and/name of the event or purpose for which the logo is being requested.
 - f. The intended use of the logo and manner in which it will be displayed (e.g., brochures, posters, mailings, banners, e-mails, or products).
 - g. The intended length of use of the logo (i.e., one-time use, repeat mailings, multiple day display, or reoccurring campaign).
 - h. The city council reserves the right to request clarification or additional details about the requested use of the logo prior to giving written approval.
- (i) *Approval of requests.*
- (1) The city council, in its sole discretion, and in accordance with the standards and procedures set forth herein, shall approve, deny, or approve with conditions, any requests for use of the city logo.
 - (2) Upon approval by the city council, the city manager shall, in writing, notify the applicant that the request has been approved, subject to any conditions or restrictions imposed by the city council.
 - (3) The approval for use of the city logo shall be limited to the duration of the specific event or program for which the request was made.

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(j) *General restrictions and standards for the use of the logo.* The following general restrictions and standards shall apply to the use of the city logo:

- (1) The logo cannot be redesigned, altered, modified, distorted, animated, redrawn, or re-proportioned for any purpose, or in any manner.
- (2) Prior to reproduction, a proof of the logo, in the format so designed and intended to be used, must be approved, in writing, by the city council, as set forth above.
- (3) The approved use of the city logo is not intended to, and does not create, a partnership or agency agreement.
- (4) Unless the city is an official sponsor of the activity for which the logo is to be used, the approved applicant must take all reasonable and necessary measures requested by the city to ensure that the use of the logo does not imply or mislead one to believe that the applicant is affiliated with, sponsored by, in partnership with, or an agent of the city.
- (5) An entity's official trademark, logo, slogan, text, or picture shall not be displayed in direct proximity to the logo, so that the logo shall be reasonably viewed as separate, distinct, and unrelated.
- (6) The approved applicant shall take all reasonable and necessary steps requested by the city to prevent or avoid any misuse of the logo.
- (7) The approved applicant shall avoid using the logo in any way or for any purpose, which the city, in its sole discretion, determines, has or could have an adverse impact of the city's reputation or interests.
- (8) Approval may be revoked at any time if the city council determines that an approved application has violated the guidelines or policies.
- (9) The size of any reproduction of the logo shall not be less than two inches in diameter.
- (10) It shall be unlawful and a violation of this section for any person, firm, corporation or other legal entity to print for the purpose of sale or distribution or circulate, manufacture, publish, use, display, or offer for sale any letters, papers, documents, or items of merchandise which simulate the official logo of the city or the stationery or a real or fictitious agency, department or instrumentality of the city without the expressed written authority of the city council or its designee. The unauthorized use shall be punishable as provided in F.S. §§ 775.082 and 775.083.

(k) General Prohibitions of Use of City Logo by the City Council

- (1) Political or campaign purposes;
- (2) No person, shall use the city logo, in any correspondence, printed materials, or electronic correspondence, including social media posts, distributed in favor of or against any ballot measure or in favor of or against any candidate for public

office, or to disparage, speak ill, or malign any member of the City Council or staff, or any official action taken by City Council or staff.

(l) Violations of this section shall be subject to fines and enforced by the City's Inspector General as provided in Section 2-79 of the City's Code of Ordinances.

Section 3. **Conflicts.** All ordinances, or parts of ordinances in conflict herewith be, and the same, are hereby repealed.

Section 4. **Severability.** If any section, subsection, clause of provision of this Ordinance is declared invalid or unconstitutional by a court of competent jurisdiction, the remainder shall not be affected by such invalidity.

Section 5. **Incorporation into the Code.** In is the intention of the Mayor and the City Council, that the provisions of this Ordinance shall become and made a part of the Code of Ordinances of the City of Doral, and that the sections of this Ordinance may be renumbered or relettered to accomplish such intentions.

Section 6. **Effective Date** This Ordinance shall be effective immediately upon passage by the City Council on second reading.

The foregoing Ordinance was offered by _____, who moved its adoption. The motion was seconded by _____ upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	_____
Vice Mayor Maureen Porras	_____
Councilwoman Digna Cabral	_____
Councilman Rafael Pineyro	_____
Councilwoman Nicole Reinoso	_____

PASSED AND ADOPTED on FIRST READING this 8 day of October, 2025.

PASSED AND ADOPTED on SECOND READING this 12 day of November, 2025.

CHRISTI FRAGA, MAYOR

ATTEST:

CONNIE DIAZ, MMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

LORENZO COBIELLA
GASTESI, LOPEZ, MESTRE & COBIELLA, PLLC
CITY ATTORNEY

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